

UAB Medicine

O'Neal Comprehensive Cancer Center (OCCC)
User Testing Briefing

November 22, 2021



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User Testing Objective and Approach

UAB sought to test the new website designs with actual audiences to evaluate the user experience and make necessary adjustments before the designs are finalized

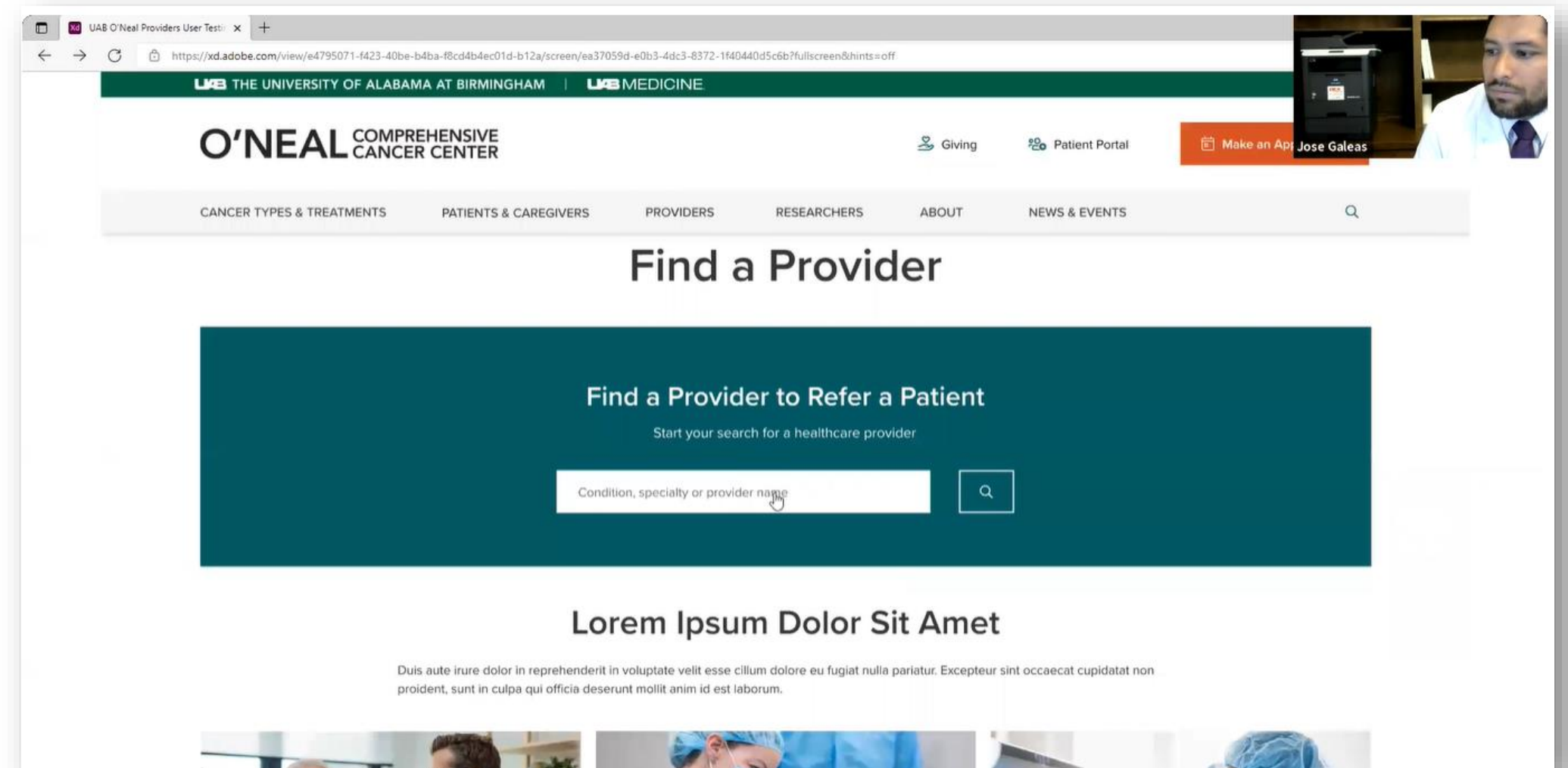
One-to-one user testing was conducted November 15 – November 22, 2021, to gather first-person perspectives on potential UX challenges from three external audience segments:

- Patients and caregivers
- Referring providers
- Researchers

Testers were recruited using UAB's connections to Researchers and Providers who have experience working with the O'Neal Center. We also used a third-party recruiting service to identify patients and caregivers in the Southeast as test subjects.

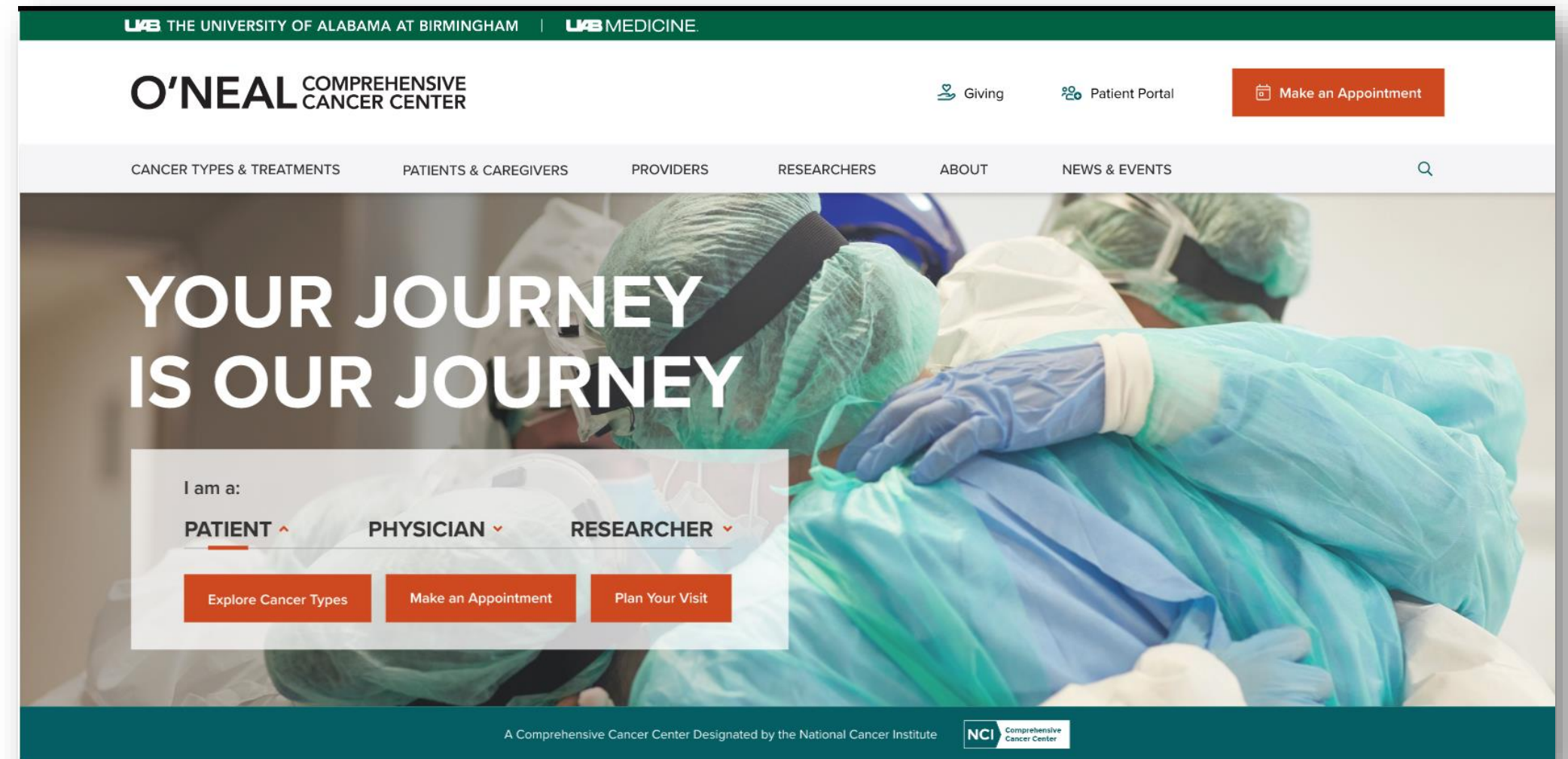
User Testing Objective and Approach

- Tests were conducted via Zoom and testers were asked to share their screen as they worked through scenarios designed for each audience
- Testers listened to the scenario then proceeded to navigate a mock-up of the new site
- Testers were asked to describe their thought process as they completed the test scenarios



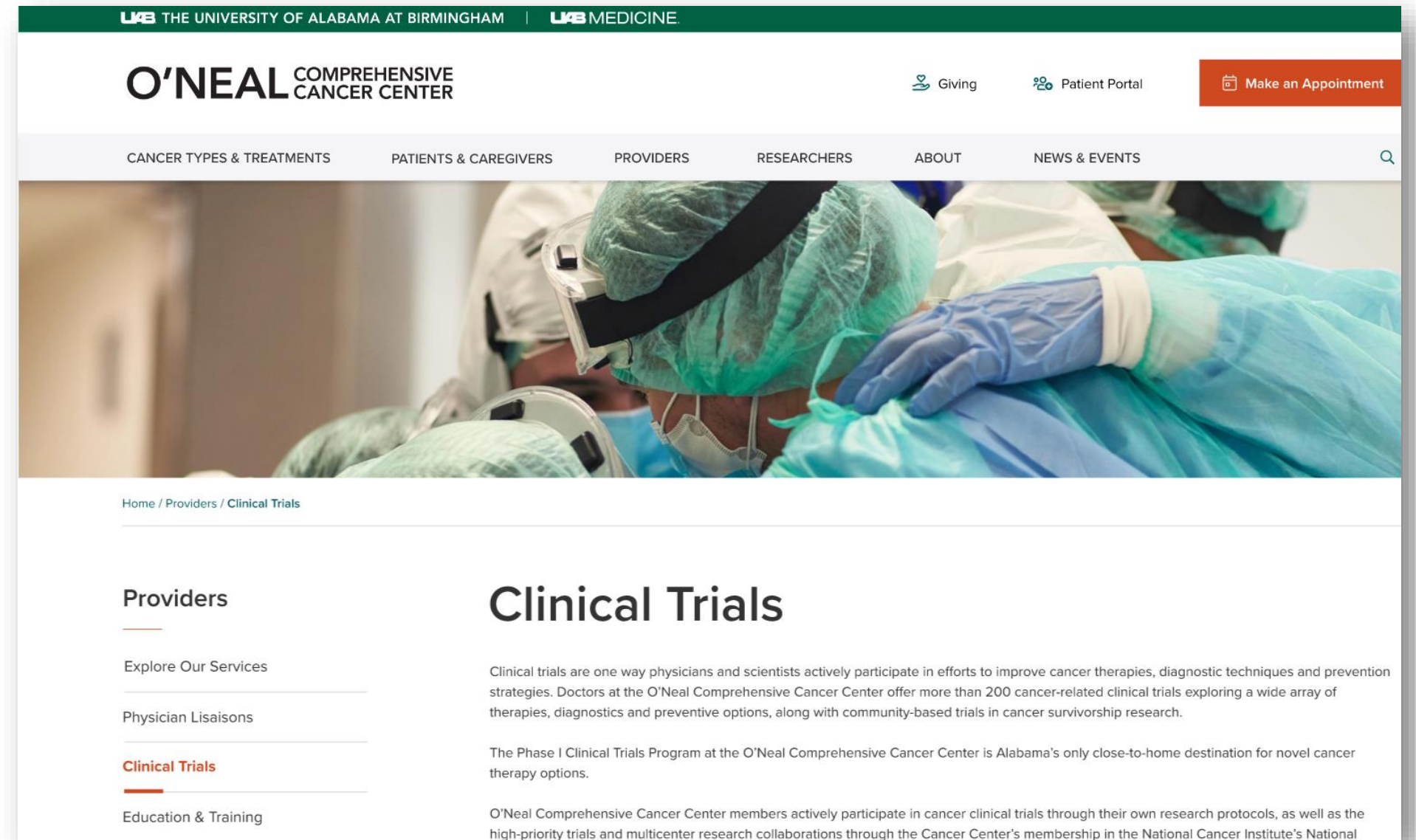
Overall Findings

- Very positive feedback on the overall design:
 - “Very clean and crisp”
 - “So much better”
 - “More defined and clearer to understand”
- Most testers were drawn to the “I am a ...” audience links as a jumping off point
- About one-third of testers had difficulty seeing the main navigation bar – they tended to scroll down the page to look for links



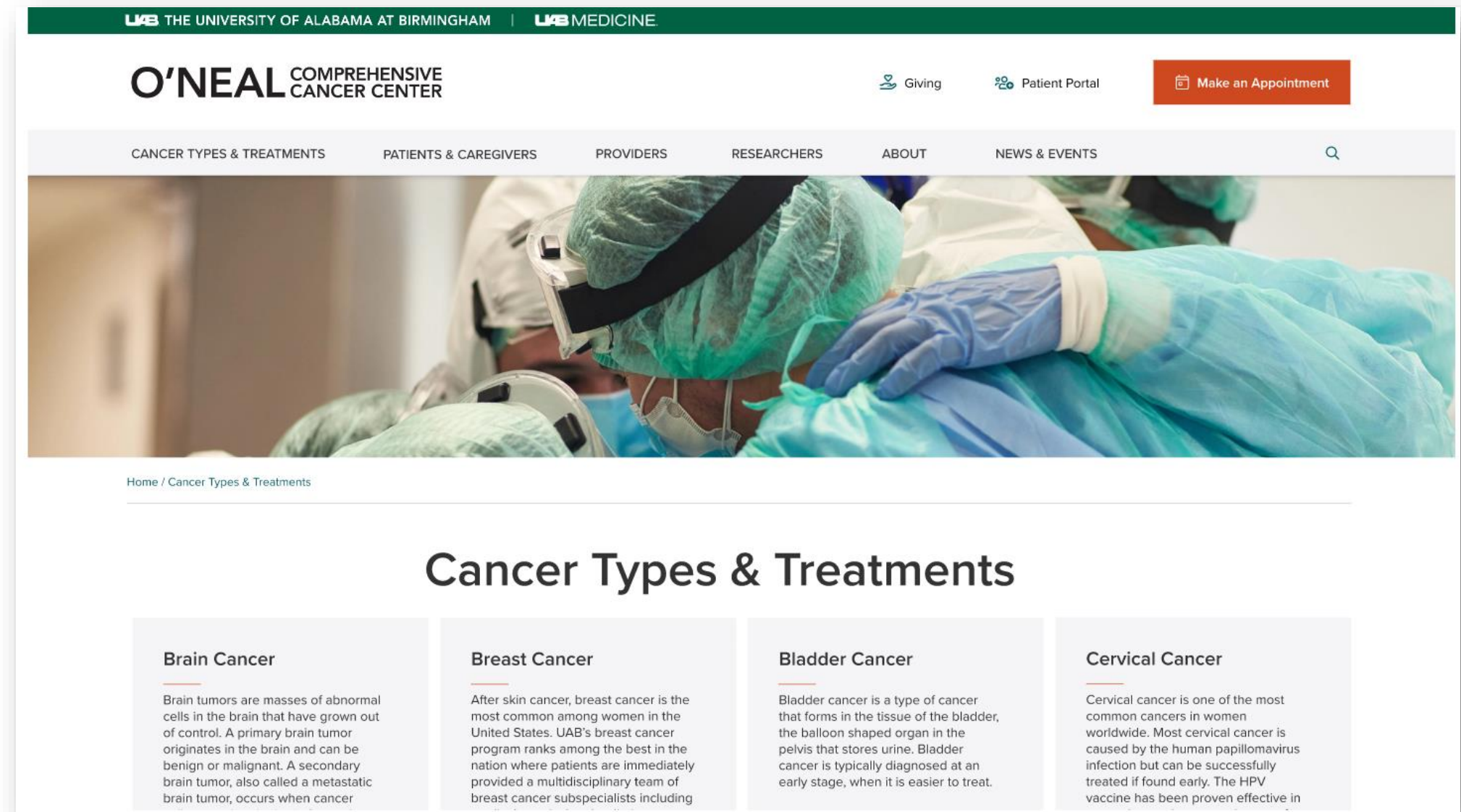
Researcher and Provider Findings

- Both audiences would like to see Clinical Trials made more prominent in the mega menu
- Researchers were more inclined to use search
- Researchers expected to see faculty listed in the research program areas
- Providers were very comfortable navigating through provider menu options
- Not all providers are familiar with Access Ambassador



Patient and Caregiver Findings

- Both used “Cancer Types” to navigate
 - Wanted to see a prominent “view all” option in the mega menu
- Expressed interest in the patient stories and News/Events to see what’s happening at UAB
- All easily found “Giving”
- Some found the main photo “sad”
- There was a preference for having “Our Team” higher on the Cancer landing page
- Some expressed a desire to see more photos of patients, fewer doctors



Recommendations

1. Menu adjustments

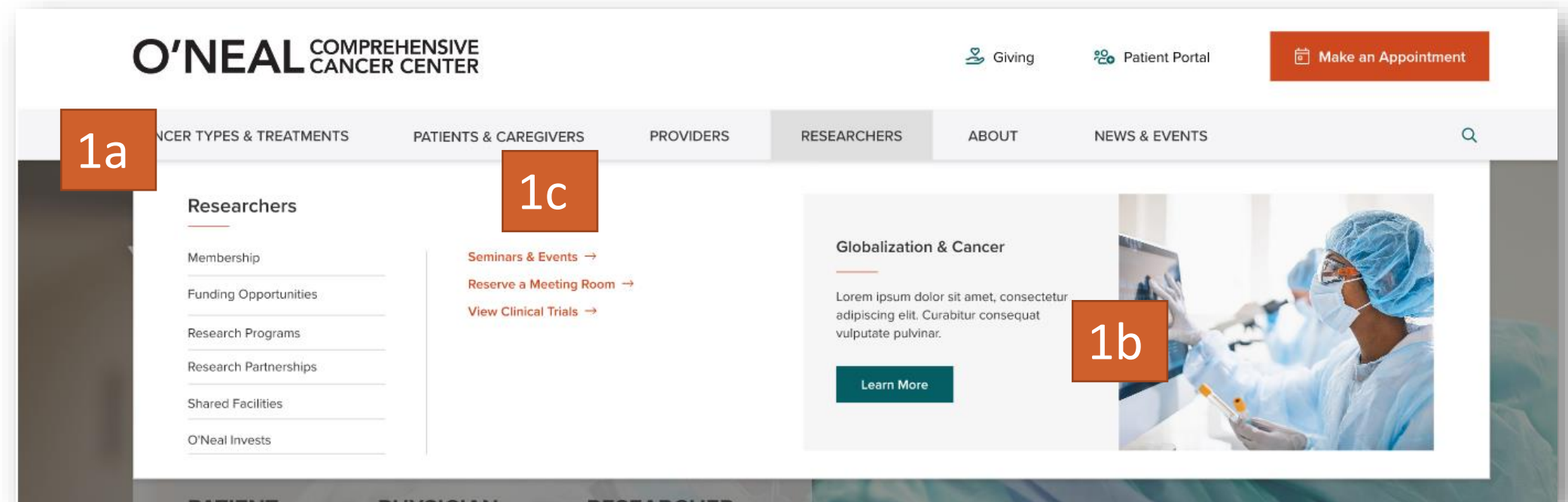
- a) Adjust color and/or fonts on the main navigation bar to make it stand out
- b) Make Clinical Trials a highlight under the Researcher menu
- c) Add a “Most Requested” label to draw attention to the orange action links

2. Cancer page adjustments

- a) Move “Our Team” feature higher on the Cancer landing page

3. For future consideration

- a) Add faculty directory/bios in the Research Programs
- b) Improve user experience on Access Ambassador



Launch Timeline

Timeline adjusted to account for additional design time and reviews in November.



O'Neal Comprehensive Cancer Center Website Timeline

